

were applied to there general average, but it is almost impossible for many to do so, if the requirements of 60 % in each branch is insisted upon.

DR. H. G. M.

#### TO THE MEMBERS OF THE MEDICAL SOCIETY OF THE STATE OF CALIFORNIA.

The following appeal, issued by the Journal of the South Carolina Association, is sound. Will the members of our California Society follow the excellent suggestion?

To the Owners of this Journal, the Members of the South Carolina Medical Association:

You know that reciprocity encourages business, don't you? Outside of common decency, and leaving aside mere etiquette, it's good business to stick to your friends, isn't it? Now, who is your friend—the smooth-tongued spiel-artist who swears undying love and admiration for you as long as he is in your hearing, and laughs behind your back at your ease gullibility and willingness to do business with him at an expense to himself of nothing more than a few lungfuls of hot air? Or is your friend the fellow who thinks enough of you to support your efforts for betterment and puts up his fair share of cash for the promotion of straightforward business intercourse with you and for the stimulation of legitimate professional business and its accompanying trade?

The last, you say? Certainly. There are no hopeless idiots among the owners of this Journal.

All right; so far, so good. But what are you doing for your friends who are helping you in your work? And what will you do for the pretenders who are "working" you for their own help?

Read the following colloquy, which actually occurred very recently in our hearing:

Affable Salesman, entering Doctor's office: "Doctor, I am representing the Blank and Blank Laboratories, of Analaska, and I have a very elegant preparation, of which I am going to leave you samples, of the best, positively the very best, most scientific mixture of laxative salts ever offered to your discriminating profession. This is—"

Doctor, interrupting: "Does your firm advertise in the Journal of our State Medical Association?"

Salesman, with feigned pained surprise: "Er—no. Why do you ask?"

Doctor, cheerfully: "Oh, because there's really no reason why we doctors should support a firm that is not willing and ready to support us in our efforts to better existing conditions."

Salesman, affecting indignation: "Do you mean to tell me, sir, that simply because a firm does not advertise in your Journal, you refuse to consider or test its products, no matter how superior they may be—no matter how many lives they may save?"

Doctor, sweetly: "My dear man, how many firms in this country put out the best product on the market? And how many of them come in here to tell me all about it? Do you suppose for a minute that I, or any other doctor, have time to try them all on their merits? Do you now, eh?"

Salesman, unwillingly: "Well, no, I don't suppose you have."

Doctor: "Very good. Then isn't it reasonable and proper that what testing and patronage we have to place should favor first the firms that maintain close business relations with us—our business friends?"

Salesman: "Yes, I guess that's true. I am going to take this matter up with the house. What's the Journal's business address?"

Now, the point is that the Journal needs the support of good ethical advertisers, and if every doctor who is part owner of the Journal will pursue the above line of thought, speech and action the effect would be magical. As long as these houses think

they can work us without advertising, they will hold back. It is up to us, every one of us, to treat them as if they were from Missouri, and show them! By doing this we are at the same time giving loyal support to those houses that are represented in our pages, which is only decent and proper. They are the ones to whom we should always give preference, and we again urge all of our joint owners to follow up this principle and always to insist distinctly when buying supplies that you wish and will have our advertisers' products—there are none better.

We have a most wonderful and estimable concord of thought in the profession of our State. What remains to be acquired is unity of action. Are there brains and energy enough in our membership to accomplish it? We think so.

This is practical, hard-sense talk, and we appeal to every individual member for active, intelligent co-operation.

Faithfully,  
YOUR JOURNAL.

#### THE SAMUEL D. GROSS PRIZE—FIFTEEN HUNDRED DOLLARS.

The conditions annexed by the testator are that the prize "shall be awarded every five years to the writer of the best original essay, not exceeding one hundred and fifty pages, octavo, in length, illustrative of some subject in surgical pathology or surgical practice, founded upon original investigations, the candidates for the prize to be American citizens."

It is expressly stipulated that the competitor who receives the prize, shall publish his essay in book form, and that he shall deposit one copy of the work in the Samuel D. Gross Library of the Philadelphia Academy of Surgery, and that on the title page, it shall be stated that the essay was awarded the Samuel D. Gross prize of the Philadelphia Academy of Surgery.

The essays, which must be written by a single author in the English language, should be sent to the "Trustees of the Samuel D. Gross Prize of the Philadelphia Academy of Surgery, care of the College of Physicians, 219 S. 13th St., Philadelphia," on or before January 1, 1910.

Each essay must be typewritten, distinguished by a motto, and accompanied by a sealed envelope bearing the same motto, containing the name and address of the writer. No envelope will be opened except that which accompanies the successful essay.

The committee will return the unsuccessful essays if reclaimed by their respective writers, or their agents, within one year.

The committee reserves the right to make no award if the essays submitted are not considered worthy of the prize.

WILLIAM J. TAYLOR, M. D.  
RICHARD H. HARTE, M. D.,  
DE FOREST WILLARD, M. D.,  
Trustees.

Philadelphia, June 15th, 1908.

#### THE FIRE INSURANCE COMPANIES AND THE SAN FRANCISCO FIRE.

A statement endorsed by the San Francisco County Medical Society.

We, as physicians of San Francisco and members of the San Francisco County Medical Society, wish to express our gratitude to those fire insurance companies that quickly adjusted their losses after the great fire and conveyed prompt relief to those who trusted them.

It is now more than two years since that greatest of all fires, and we feel that time enough has elapsed to permit a just view of the situation. The professional classes, such as lawyers, doctors and dentists, were particularly hard hit, as their offices were in the heart of the city. During those awful days no